Memorandum

Subject

[redacted]

Date

June 10, 1996

b4, b7D

To

Mr. Roger Fones
Transportation, Energy & Agricultural Section, Antitrust Division
Department of Justice
FAX 202-307-2784

From

W. Charles Grace
United States Attorney
Southern District of Illinois

[redacted]

[redacted]

b 7D

[redacted] have seen empty shelf space that Frito Lay has bought from them that other regional chip companies [redacted] previously had and could not get back. The managers have [redacted] admitted it to them. [redacted]

[redacted]

Another tactic used is supermarket newspaper advertising, i.e., if your distributor don't participate and put a $100 ad with the supermarket full page ad, then you don't get a "secondary display space" on the floor, i.e. almost extortion.

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[redacted] Now, Eagle and Keebler are out of business. The FTC even approved Anheuser Busch's sale of four plants to Frito Lay for $135 million on May 3, 1996, sold Trademark to Proctor and Gamble, i.e., Pepsico.

Proctor and Gamble and Frito Lay have just inked an exclusive contract to build and share the only OLESTRA plant in the world through 1999. If Olestra takes off, then "Eagle" (P & G) and Frito Lay will have all the market, and be able to eliminate all regional companies.

[redacted]

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Exempt under b7D